

Town of Holland Fire Protection Referendum

Vote Tuesday, November 8!



Mark Your Calendar!

PUBLIC INFORMATION MEETINGS

Thursday, October 13 — 6:30pm

Tuesday, October 25 — 6:30pm

Holland Town Hall

WHY IS A REFERENDUM NEEDED?



From 2016 to 2021,

FIRE/EMS CALLS HAVE INCREASED BY 51%

825 calls in '16, approaching 1300 in '22



From 2011 to 2022, the Town's

POPULATION GREW BY (23%) 4603 residents in '22



Because of State Levy Limits

\$582,500 NEEDED TO ADD FIRE/EMS SERVICES

Helping with response times and coverage



From 2016 to 2021, the amount of

OVERLAPPING FIRE/EMS CALLS GREW BY 37%

Presenting a challenge to responders

Learn more information by going to:

www.townofhollandwi.gov/

Facebook:

www.facebook.com/TownofHollandWI

RATIONALE FOR THE REFERENDUM

The Town has determined that there is a need to increase Holmen Area Fire Department staff to meet the growing demands for service.

Voters will be asked if they support an increase to the Town's annual tax levy by **\$582,500** to cover costs to staff 4 Firefighter/EMS per 24-hour shift. This is a critical time for fire/EMS safety and is even more needed with the unexpected departure of the Town of Onalaska, leaving the Village and Holland to cover existing and increasing fire/EMS costs.

COST/IMPACT

The total amount would add \$582,500 to the Town's levy, and provide an increase of \$135 per \$100,000 of property value to home owners.

Assessed Property Value	\$/Year	\$/Month
\$100,000	\$135	\$11.25
\$300,000	\$405	\$33.75

THE REFERENDUM QUESTION

Under State law, the increase in the levy of the Town of Holland for the tax imposed for the next fiscal year, 2023, is limited to 2.479%, which results in a levy of \$738,997. Shall the Town of Holland be allowed to exceed this limit and increase the tax levy for the next fiscal year, 2023, for the purpose of enhancing fire protection, by a total of 78.823%, which results in a levy of \$1,321,497, and on an ongoing basis, include the increase of \$582,500 for each fiscal year going forward?

Town of Holland Fire Protection Referendum

The Fire District (Holmen and Holland) is still only staffed at 2 FT Firefighter/EMTs per 24-hour shift which is not sustainable given a growing population of approximately 17,000 covering 45 square miles that has experienced a 51% increase in calls over the past 6 years.

Strict levy limits are an obstacle to adding firefighter/EMS services which must be addressed through the referendum to increase funding for these critical services.

The unexpected departure of the Town of Onalaska requires the Village and Holland to cover the loss of Town of Onalaska's funding to keep existing Fire/EMS services in place. These costs are fixed and not reduced by the change in partners, making the referendum essential to maintaining current service levels.

Vote Tuesday, November 8th!

Learn more information by going to:

www.townofhollandwi.gov/

Facebook:

www.facebook.com/TownofHollandWI

TOWN OF
HOLLAND
Life, simply lived!



W7937 County Road MH
Holmen, WI 54636